

What is claimed is:

1. A liquid crystal display device being characterized in that

at least a light guide plate which guides lights from a light source, a liquid crystal display panel, an optical medium which changes over transmission and reflection of lights, color filters and a reflector are sequentially arranged from a viewer side,

the lights from the light source sequentially change over respective colors thereof which constitute three primary colors, pass through the liquid crystal display panel and, thereafter, are reflected toward the viewer side by the optical medium, and at the same time,

the color filters are constituted of color filters of respective colors which are arranged to face at least three pixels formed on the liquid crystal display panel which are disposed close to each other and the respective colors constitute the three primary colors, and

the reflector reflects an ambient light which is made to pass through the light guide plate, the liquid crystal display panel, the optical medium and the color filters to the viewer side.

2. A liquid crystal display device according to claim 1, wherein the color filters are formed on a surface of the reflector.

3. A liquid crystal display device according to claim 1,

wherein the liquid crystal display device includes a display control circuit and an ON/OFF state of the light source is determined by the display control circuit, wherein when the light source is in the ON state, video signals of the colors corresponding to lights of respective colors from the light source are supplied to respective pixels in response to the changeover of lights of respective colors, and when the light source is in the OFF state, video signals of colors corresponding to the colors of the color filters which are arranged to face at least three respective pixels disposed close to each other are supplied to the respective pixels.

4. A liquid crystal display device according to claim 3, wherein when the light source is in the ON state, among at least three pixels which are disposed close to each other, the video signals which are supplied to the pixels other than the selected pixels which are small in number than the three pixels are removed for thinning.

5. A liquid crystal display device being characterized in that

at least a liquid crystal display panel which uses transparent substrates which are arranged to face each other with liquid crystal therebetween as an envelope and a light guide plate which guides light from a light source are sequentially arranged from a viewer side,

the liquid crystal display panel forms light reflection

layers on a liquid-crystal-side surface of the light-guide-plate side transparent substrate using portions of respective pixels and forms color filters which face the light reflection layers on the liquid-crystal-side surface of the transparent substrate or a liquid-crystal-side surface of another transparent substrate which faces the transparent substrate, and

light from the light source is irradiated such that respective colors which constitute three primary colors are sequentially changed over.

6. A liquid crystal display device according to claim 5, wherein an area of the reflection layers is set at a rate of equal to or less than  $1/3$  of an area of regions of the pixels.

7. A liquid crystal display device according to claim 5, wherein each pixel is constituted of a thin film transistor which is turned on in response to the supply of a scanning signal from the gate signal line and a pixel electrode to which a video signal is supplied from a drain signal line through the thin film transistor, wherein the reflection layer is constituted of an extension portion of the gate signal line or the drain signal line.

8. A liquid crystal display device being characterized in that

at least a light guide plate which guides lights from a light source, a liquid crystal display panel, an optical medium which changes over transmission and reflection of lights, color

filters of respective colors which constitute three primary colors and a reflector are sequentially arranged from a viewer side,

the light source irradiates lights such that the irradiated lights are sequentially changed over with respective colors which constitute three primary colors,

the liquid crystal display panel is divided into three pixel regions which face the respective colors of the color filters in each pixel, and

the liquid crystal display device includes means which simultaneously supplies the video signal to the respective pixel regions and means which independently supplies a black display signal to the respective pixel regions.

9. A liquid crystal display device according to claim 8, wherein the video signal is supplied to respective pixel regions through video signal lines and the black display signal is supplied to the pixel regions through the video signal lines.

10. A liquid crystal display device according to claim 8, wherein when the lights are irradiated from the light source, the black display signal is not supplied to the respective pixel regions and, when the lights are not irradiated from the light source, the video signal is supplied to the respective pixel regions and, thereafter, the black display signal is supplied to the remaining pixel regions other than the pixel regions which correspond to the color which is allocated to the video signal.

11. A liquid crystal display device according to claim 8, wherein the video signals are supplied to the respective pixel regions through video signal lines and the black display signal is supplied to the respective pixel regions through signal lines which are provided separately from the video signal lines.

12. A liquid crystal display device being characterized in that

at least a light guide plate which guides lights from a light source, a liquid crystal display panel, an optical medium which changes over transmission and reflection of lights, color filters of respective colors which constitute three primary colors and a reflector are sequentially arranged from a viewer side,

the light source irradiates lights such that the irradiated lights are sequentially changed over among respective colors which constitute three primary colors,

the liquid crystal display panel is divided into three pixel regions which face the respective colors of the color filters in each pixel, and

the video signal from the same drain signal line is configured to be supplied to respective pixel electrodes of the respective pixel regions through a first thin film transistor which is driven in response to the supply of the scanning signal from the first gate signal line, through a second thin film transistor which is driven in response to the supply of the

scanning signal from the second gate signal line, and through a third thin film transistor which is driven in response to the supply of the scanning signal from the third gate signal line.

13. A liquid crystal display device according to claim 12, wherein the video signal includes a black display signal, the respective displays of the respective pixel regions are sequentially performed by changing over the respective displays of the respective pixel regions, and a black display based on the black display signal is performed at the time of changing over the display.